



Tobacco and Its Impact in My Community **Photo Contest**

In our continued effort for *California's Winnable Battle: Finish the Fight Against Tobacco*, the California Department of Public Health, California Tobacco Control Program (CDPH/CTCP) is launching its second "Tobacco and Its Impact in My Community" photo contest. The goal of the photo contest is to promote awareness of how the presence of tobacco is still a problem in our state. We would like to showcase images submitted by California students that "tell the story" about tobacco control issues that significantly impact youth and disadvantaged communities. These issues include exposure to secondhand smoke, cigarette butt litter, and tobacco marketing in the retail environment.

As a sponsor of the photo contest, Sutter Express Care, a program of Sutter Health will provide \$1,000 in cash prizes to the winning photo entries! CDPH/CTCP will announce the photo contest winners by December 1, 2014.

We highly encourage teens and young adults to enter because they represent an important age group to engage in anti-tobacco use activities and in the past have demonstrated strong participation in similar contests conducted by CDPH. CDPH/CTCP is proud to partner with the California Department of Education, Coordinated School Health and Safety Office, Tobacco-Use Prevention Education Program and the California Youth Advocacy Network to promote the photo contest to schools and campuses throughout California.

CDPH/CTCP is excited about the second year of this photo contest. Last year, more than 130 photos were submitted and all entries can be viewed on the Fight Tobacco Flickr account at <http://www.flickr.com/photos/fighttobacco/sets>. We are confident that *together* we can create a successful campaign that will garner goodwill across communities statewide and more importantly encourage our kids to stay tobacco-free.

Submit your photos for any of the four following categories!

1. Predatory tobacco marketing and advertising
2. Secondhand smoke (outdoor and indoor)
3. Cigarette butt litter
4. "What's wrong with this picture?"

Please visit the CTCP website at <http://www.cdph.ca.gov/programs/Tobacco> for Contest Rules and Requirements, the Contestant Release Form, and photo contest promotional flyers.

Please share this exciting contest within your networks and encourage photo submissions! If you have questions regarding the photo contest, please email CDPH/CTCP at FightTobacco@cdph.ca.gov.



California Department of
EDUCATION